

## INVOICE



**WKMG**  
**4466 N. John Young Pkwy**  
**Orlando, FL 32804**  
**TEIN: 06-0903509**  
**Main: (407)291-6000**  
**Billing: (407)521-1238**

http://www.local6.com

Billing Address:

**John McLaughlin & Associates**  
**Attention: Accounts Payable**  
**919 Prince Street**  
**Alexandria, VA 22314**

Send Payment To:

**WKMG**  
**PO Box 864255**  
**Orlando, FL 32886-4255**  
**TEIN: 06-0903509**

| Invoice # | Invoice Date | Invoice Month | Invoice Period      |
|-----------|--------------|---------------|---------------------|
| 262075-1  | 10/28/12     | October 2012  | 10/01/12 - 10/28/12 |

| Station | Account Executive | Sales Office   | Sales Region |
|---------|-------------------|----------------|--------------|
| WKMG    | Kristen Waskie    | MMT/Philadelph | National     |

| Advertiser              | Product              | Estimate Number |
|-------------------------|----------------------|-----------------|
| POL/RPOF 3 PACK/R/STR/I | RPOF/3PACK PLAKON, B |                 |

| Flight Dates        | Order # | Alt Order # |
|---------------------|---------|-------------|
| 10/16/12 - 10/28/12 | 262075  | 06375301    |

| Billing Calendar | Billing Type |
|------------------|--------------|
| Broadcast        | Cash         |

| Special Handling |
|------------------|
|                  |

| IDB # | Advertiser Code | Product Code |
|-------|-----------------|--------------|
|       |                 |              |

| Agency Ref | Advertiser Ref |
|------------|----------------|
|            |                |

| Line  | Start Date | End Date | Description           | Start/End Time | MTWTFSS | Length | Spots/<br>Week | Rate       | Type |
|---|------------|----------|-----------------------|----------------|---------|--------|----------------|------------|------|
| 1   | 10/22/12   | 10/24/12 | Local 6 News 12-1230p | 12-1230p       | M-W---- | :30    | 2              | \$900.00   | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 M-W---- 2 \$900.00   |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>2 WKMG 10/22/12 12:24 PM Local 6 News 12-1230p 12-1230p :30 DENT0002 \$900.00 NM<br>1 WKMG 10/24/12 12:22 PM Local 6 News 12-1230p 12-1230p :30 DENT0003 \$900.00 NM   |            |          |                       |                |         |        |                |            |      |
| 2   | 10/22/12   | 10/25/12 | News at 6p            | 6-630p         | M-WT--- | :30    | 3              | \$1,400.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 M-WT--- 3 \$1,400.00   |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>3 WKMG 10/22/12 5:59 PM News at 6p 6-630p :30 DENT0002 \$1,400.00 NM<br>1 WKMG 10/24/12 6:26 PM News at 6p 6-630p :30 DENT0003 \$1,400.00 NM<br>2 WKMG 10/25/12 6:29 PM News at 6p 6-630p :30 DENT0004 \$1,400.00 NM |            |          |                       |                |         |        |                |            |      |
| 3   | 10/17/12   | 10/19/12 | News at 6p            | 6-630p         | --W-F-- | :30    | 2              | \$1,400.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 --W-F-- 2 \$1,400.00   |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WKMG 10/17/12 6:21 PM News at 6p 6-630p :30 DENT0002 \$1,400.00 NM<br>2 WKMG 10/19/12 6:29 PM News at 6p 6-630p :30 DENT0002 \$1,400.00 NM   |            |          |                       |                |         |        |                |            |      |
| 4   | 10/18/12   | 10/18/12 | News at 7p            | 7-7:30p        | ---1--- | :30    | 1              | \$1,700.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 ---1--- 1 \$1,700.00   |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WKMG 10/18/12 7:23 PM News at 7p 7-7:30p :30 DENT0002 \$1,700.00 NM  |            |          |                       |                |         |        |                |            |      |

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.

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| Invoice #              | Invoice Date         | Invoice Month   | Invoice Period      |
|------------------------|----------------------|-----------------|---------------------|
| 262075-1               | 10/28/12             | October 2012    | 10/01/12 - 10/28/12 |
| Advertiser             | Product              | Estimate Number |                     |
| POL/RPOF 3 PACK//R/STR | RPOF/3PACK PLAKON, B |                 |                     |

| Line  | Start Date | End Date | Description           | Start/End Time | MTWTFSS | Length | Spots/<br>Week | Rate       | Type |
|---|------------|----------|-----------------------|----------------|---------|--------|----------------|------------|------|
| 5   | 10/24/12   | 10/24/12 | M-F 11p News          | 11-1135p       | --1---- | :30    | 1              | \$1,700.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 --1---- 1 \$1,700.00   |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WKMGW 10/24/12 11:27 PM M-F 11p News 11-1135p :30 0ENT0003 \$1,700.00 NM   |            |          |                       |                |         |        |                |            |      |
| 6   | 10/28/12   | 10/28/12 | CBS Sunday Morning    | 9-1030a        | -----1  | :30    | 1              | \$1,800.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 -----1 1 \$1,800.00  |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WKMGsu 10/28/12 9:45 AM CBS Sunday Morning 9-1030a :30 DENT0004 \$1,800.00 NM  |            |          |                       |                |         |        |                |            |      |
| 7   | 10/21/12   | 10/21/12 | CBS Sunday Morning    | 9-1030a        | -----1  | :30    | 1              | \$1,400.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 -----1 1 \$1,400.00  |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WKMGsu 10/21/12 10:29 AM CBS Sunday Morning 9-1030a :30 DENT0002 \$1,400.00 NM   |            |          |                       |                |         |        |                |            |      |
| 8   | 10/22/12   | 10/25/12 | News at 7p            | 7-7:30p        | M--T--- | :30    | 2              | \$1,700.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 M--T--- 2 \$1,700.00   |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WKMGm 10/22/12 7:23 PM News at 7p 7-7:30p :30 DENT0002 \$1,700.00 NM<br>2 WKMGTh 10/25/12 7:23 PM News at 7p 7-7:30p :30 DENT0004 \$1,700.00 NM          |            |          |                       |                |         |        |                |            |      |
| 9   | 10/17/12   | 10/17/12 | Local 6 News 12-1230p | 12-1230p       | --1---- | :30    | 1              | \$900.00   | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 --1---- 1 \$900.00   |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WKMGW 10/17/12 12:21 PM Local 6 News 12-1230p 12-1230p :30 DENT0002 \$900.00 NM  |            |          |                       |                |         |        |                |            |      |
| 10  | 10/17/12   | 10/17/12 | M-F 11p News          | 11-1135p       | --1---- | :30    | 1              | \$1,700.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 --1---- 1 \$1,700.00   |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WKMGW 10/17/12 11:27 PM M-F 11p News 11-1135p :30 0ENT0002 \$1,700.00 NM   |            |          |                       |                |         |        |                |            |      |
| 11  | 10/16/12   | 10/16/12 | M-F 11p News          | 11-1135p       | -T----- | :30    | 2              | \$1,700.00 | NM   |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/15/12 10/21/12 -T----- 2 \$1,700.00   |            |          |                       |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WKMGTu 10/16/12 11:00 PM M-F 11p News 11-1135p :30 DENT0002 \$1,700.00 NM<br>2 WKMGTu 10/16/12 11:24 PM M-F 11p News 11-1135p :30 0ENT0002 \$1,700.00 NM |            |          |                       |                |         |        |                |            |      |

**Total Spots 17 Gross Total \$24,800.00**

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**Payment Terms 30 Days**

| Invoice #               | Invoice Date | Invoice Month        | Invoice Period      |
|-------------------------|--------------|----------------------|---------------------|
| 262075-1                | 10/28/12     | October 2012         | 10/01/12 - 10/28/12 |
| Advertiser              |              | Product              | Estimate Number     |
| POL/RPOF 3 PACK//R/STR/ |              | RPOF/3PACK PLAKON, B |                     |

|                          |                   |
|--------------------------|-------------------|
| <u>Agency Commission</u> | <b>\$3,720.00</b> |
|--------------------------|-------------------|

|                       |                    |
|-----------------------|--------------------|
| <u>Net Amount Due</u> | <b>\$21,080.00</b> |
|-----------------------|--------------------|

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